

## Results of Knowledge Contest Highly Gratifying

The knowledge contest which has been a feature in the News for the past two weeks exceeded our expectation both as an advertising medium and a test for the News readers. Probably the most interesting answer was that of Mrs. Ed F. Horn who is now living at Wellington, Kans.

As had been announced the first prize a dozen Photos, Claiborne Studio won by Mrs. Wm. F. Dawson Jr. 216 N. Wallace.

Second prize, cash in Gold won by Mrs. Clements of the El-Lano Hotel.

Third prize, Twelve months subscription to the News, won by Ida Lee Lively.

Among the other answers that were correct but were received later were Miss Marguerite Morrison, Mildred Whiting, Mrs. James Potts. Among answers nearly correct were Mrs. G. W. Chalfant, Mrs. H. V. Stonehill, Mrs. K. C. Childress, Mrs. Bud Copelin and Mrs. Ed F. Horn, 1221 S. Washington St. Wellington, Kans. Many others had nearly correct answers.

Number 1. It matters not whether you live to eat or eat to live; in any event, since you will eat, you want the best there is to eat; and the place to get the best meals is at the splendid hotel on S. Connelly. Good, well-cooked meals and courteous service are two of the many distinguishing features that has made it the most popular place in Clovis to appease the cravings of the inner man. The cooking here is of the home variety and reminds you of the time when your mother used to supply the meals that would make you long for dinner time. Splendid electric lighted rooms, with hot and cold water and bath, are to be had here at reasonable rates. The best place in town to get your Sunday dinner. Name the hotel and the proprietor.

El-Lano, J.W. Clements.

Number 2. "If you have beauty, come, I'll take it; if you have none come, I'll make it." This is the incentive offered by Clovis' leading photo studio; and it goes without saying that its threshold is crossed by hundreds of the smart set and other sets as the days go by. The work done by this artist is second to none in the entire southwest. Portraits are his specialty and they are produced in the latest and the very best style and best finish known to the art. Special attention is given to the baby's picture and no pains are spared. All work guaranteed to give satisfaction. Give his name.

C. E. Claiborne.

Number 3. For a number of years this store has been the best place to get bargains in hardware and harness. It has the exclusive agency for the celebrated Arcadian ranges, Radium heaters, White's Mentor stoves and Remington guns and DuPont ammunition. The very best in tools, cutlery and builder's supplies are also to be found here together, with a full line of harness, whips and saddles. This store occupies one side of a large store on Main street and is in close proximity to the post office. Can you give the proprietor's name?

J. T. Dearborn.

Number 4. On January 10th a new educational institution was opened in Clovis which should receive the hearty support and encouragement of every citizen. Instruction in short hand, typewriting, bookkeeping, arithmetic, commercial law, spelling, grammar, and banking will be given by a competent corps of expert and specialists. English, Spanish, German, French and Latin will be taught and the young men and ladies of this section will be afforded the opportunity of fitting themselves for the higher business

and educational walks of life. What is the name of the college and who is its president?

Clovis Com'l College, Edward Hoering.

Number 5. Can you give the name and telephone number of the company in Clovis that does the best and most prompt plumbing? It is the hardware company that has the exclusive agency for those celebrated Mallable ranges, the kind that never break and last a lifetime. Located on a prominent corner in a commodious building they are fully prepared to properly take care of their large and increasing trade.

Barry Hardware Co., Phone 72.

Number 6. Who is the proprietor of the neat little Chili Parlor and confectionery on the east side of Main street? Chili is served here in a manner known only to people who make it their specialty and this parlor enjoys a large and rapidly growing trade. The choicest of cigars, tobaccos, fresh fruits, and confections are also sold here by people who appreciate and desire your trade. Give proprietor's name.

Chas. D. Irvine.

Number 7. Where in Clovis are they at present holding an "Unloading Sale, A Bargain Event?" This is the store where your every need can be supplied in dry goods, shoes, hats, furnishing goods, men's clothes to order and staple and fancy groceries. The goods put out by this establishment are the best money and experience can secure and are sold on the smallest margin possible. The two large rooms occupied are filled to overflowing with choice bargains and it is well worth your time and trouble to go in and look at the Model arrangement, even though you do not purchase. The present proprietors have only been in charge a few months. Can you give the firm name and the name of the store?

Ed T. Massey & Co., The Model Supply Store.

Number 8. What is the name of the oldest and largest bank in Clovis? This bank has been a bulwark in the financial history of Curry county since its founding and is the kind of a bank that cautious depositors are in search of. It has a capital and surplus of \$42,000.00 and is owned and controlled by home people. Every accommodation consistent with good banking is accorded its customers. They respectfully solicit your business for 1912.

First National Bank.

Number 9. What prominent hardware company is it in Clovis that handles the National and Round Oak stoves and ranges? Here the best of tools, cutlery, queensware and in fact every

thing in the hardware line is constantly on hand. Here it is that you can secure a full color's outfit for 50 cents, the regular price of which is 85 cents at other stores. The best place in town to get sporting goods. The name of one member of this enterprising firm corresponds with that of an early president of the United States. You are to give firm name and be name of their leading brand of cutlery.

Millren & Buchanan, "Keen Kutter."

Number 10. When you want something that for the instant puzzles you where to get it, this is the store that will come to your mind. This is the novelty and necessity store of Clovis, carrying all these odds and ends that are so constantly needed and such a source of trouble in finding. It matters not what your need may be in little things for the household. McKinley sheet music is one of their leading specialties. Can you give the firm's name?

Whiting & Siemantel.

Number 11. The famous Washington Company Garments! Where in Clovis do you get them? There is only one place that carries them and that is that is the exclusive men's furnishing goods store on Main street. Here also is a complete line of Manhattan shirts, Hanan & Son shoes and interwoven hosiery. This is the place where price and quality are right and one trial will make a steady customer of you at this store. What is the name of the company?

Mandell Clothing Co.

Number 12. Full many a literary gem of purest rays serene can be found at this splendid news stand and confectionery. All the latest newspapers and magazines are on sale here together with the choicest of fresh fruits, candies, cigars and tobacco. If you want any of the leading dailies delivered to your office the proprietor of this cozy store is the individual to notify. Give his name and telephone number?

W. Pendergrass, Phone 77.

Number 13. What store in Clovis has announced a "Big Pinch Sale" beginning January 6th and ending January 20th. of their entire stock of men and women's wearing apparel? This has long been known as the store of quality and some rare bargains are now being offered. Did you ever attend one of these Pinch sales? If you haven't you should go, as you will see something you have never seen before. It matters not how hard you are to please you can find just what you want at this store and at a price never before equalled in this section. "Naf said, Do you know them?"

E. E. Peoples.

Number 14. "Meadow Gold" butter! Where in Clovis do you get it? While perhaps not the oldest grocery in the city, this is one of the liveliest. It is the store with the wide spread trade and the prompt delivery service, the store that sets the pace for them all. No stale goods are to be found here but always the best on sale at prices as low as the lowest. They are the sole distributors of such famous products as Folgers' teas and coffee, Wiegman's Best flour and Monarch brand canned catfishes of all kinds. If you can't come just telephone your order and it will receive the same careful attention as if you selected the goods in person. Give firm name and telephone number.

Harvey & Morris, Phone 25.

Number 15. When you want something neat, nobby and up-to-date in the line of men or boys furnishings no mistake can be made by going to the genteel furnisher of Clovis. Here you will find a full line of furnishing of the best quality, as well as a large assortment of trunks, suit cases, crinolines, etc. Ed V. Price made to order suits and overcoats take the lead here as they do all over the country. The proprietor is no stranger to the people of Clovis. His store is the cheapest place in town when you consider quality. Give his name.

Meacham's.

Number 16. Where in Clovis do you get the Edison phonographs and records, the best watches, rings, necklaces and silverware? Everything in fact that goes to make up a well equipped and first-class jewelry store can be had at this up-to-date establishment? The proprietor is a thorough jeweler and employs an expert watch repairer and all work is guaranteed. It is the oldest jewelry store in town and the most reliable. Can you give the proprietors name?

Henry Orlofsky.

Number 17. Among the flourishing business enterprises of Clovis is a millinery establishment conducted by two enterprising young ladies. All the latest designs known to the millinery world can be found here and at prices that can not be duplicated. It is the store that handles nothing but high class goods and has the same price for everybody. Give the firm name.

Bradfield & Reinbolt.

Number 18. What large store in Clovis is it that has the exclusive agency for the Kneeland union made shoes for men, Selby shoes for ladies, and the Headlight overalls? For a number of years this has been the best place to get the bargains in dry goods, clothing, hats, caps and shoes. The proprietor is a strong advocate of quick sales and small profits and the best goods are always on sale at prices that defy competition. If you can locate this select store it will pay you to get their prices before buying elsewhere. It is the Clovis home of the Ladies Home Journal. Can you give the name of the company?

Kendall Dry Goods Co.

Number 19. Billiards is the game that best holds sway. Clubs and tobacco, any old way. There's always something doing around this shop. Regardless of public or indifferent cry, if one comes down town to look for a friend, this is where his footsteps will trail. "Palatial" comfort is found here. One cannot but find pocket tables in the rear. Give the number and spell out the name. Carry on the prize and revel in fame.

The Palace Billiard Hall, 110 S. Main.

Number 20. Here we have the exclusive cash grocery that makes a specialty of high-grade goods. The famous Chase & Sanborn coffees, teas and extracts are among their leading lines. Prompt delivery service, courteous treatment and the best that money can buy has made the store invincible. Prices here are always the lowest, quality considered. Can you name the store?

Morris' Cash Grocery.

Number 21. What is the name of this high class Steam Laundry—the one which gives employment to about twelve people and

the one which is the most modern in every detail. This laundry has been an enterprising factor to the cleanliness of the people of Clovis for a number of years. Its system of deliveries are accurate and prompt and errors seldom occur. It is the Laundry that guarantees absolute satisfaction to its patrons. It is named for a progressive city. Who is its manager?

W. F. Swartz.

Number 22. Who is the electrical specialist in Clovis? This is the man you will consult when you want any wiring done or want to install motors or any electrical specialty. His line of chandeliers and stand lamps is complete and he can supply you with all kinds of electrical novelties. His repair shop can fix anything that needs fixing. Give his name and street address.

James Potts, 117 N. Main street.

Number 23. Bank with the bank that is reliable, that throws out every safe-guard for your protection has capital and surplus of \$30,000, an alert and accommodating board of directors and has the most conservative business policy. One of the strong features of this Bank is that every accommodation consistent with safe and sane banking is accorded its patrons. You can safely trust this institution for they are home people and are all Americans. Can you give its name.

American Bank and Trust Company.

Number 24. Clovis has a News Stand, equal in every way to those found in large cities. All the leading daily papers and magazines are on sale here. A full line of stationary and writing material always on hand. This is headquarters for all the leading brands of cigars and a large assortment of tobacco pipes and smokers novelties are on display. This stand is located in the most frequented building in the city. Can you give the proprietor's name and the fountain pen for which he has the agency.

J. F. Sellars, Parkers Lucky Curve.

Number 25. Clovis has among its many business enterprises a National Bank that is surpassed by none in the entire southwest for reliability, accuracy, and accommodation of its patrons. It is as old as the town for which it is named and since its establishment has been the standby of the farmers as well as the town people. It has a capital stock of \$27,000 and is on a sound financial basis. Its growth has been steady due to the financial strength of its directors, the conservatism of its officers and its inclination to extend to its patrons every possible banking accommodation. Give the name of this bank and its president.

Clovis National Bank, Henry G. Coors.

Number 26. Where is the nicest, cleanest hotel in Clovis? It occupies the second floor of one of the city's principal business blocks, is centrally located and has a beautiful name. It is electric lighted throughout, steam heated, with hot and cold water in every room. The halls and rooms are cozy and inviting and the beds the very softest and best. If you are not posted it is time you were adding this hotel to your knowledge so you may tell your friends where to stop when they come to Clovis.

Reidoria Hotel.

Number 27. Do you know where to go for a nice clean shave and a first class hair cut? It is of course the oldest shop in Clovis with five handsome new chairs and all the latest appliances. Only skilled union workmen are employed at this shop and no long waits between

"next" are encountered. Justice prevails here and it is widely known as the best place in town to get proper tonsorial treatment. Give the proprietor's name.

Chas. E. Justus.

Number 28. Do you buy your meats where they appreciate your trade? This number represents the oldest and most reliable meat market in Clovis, the one most centrally located, the one that does its own butchering and the one where those choice steaks, fresh fish and oysters can always be found. A telephone order will get the goods to your home as satisfactory as a personal call. Give the name of this market and the phone number.

Central Meat Co., Phone 7.

Number 30. Who is the manager of the most reliable lumber company in Clovis? This company handles lumber in all dimensions of the best quality. Mound City paints and the very best of Colorado coal. Don't get the idea that "lumber is just lumber" and that is all there is to it. Quality attaches to lumber the same as it does to clothing, groceries, corn and alfalfa. Can you give the manager's name?

W. S. Cramer.

Number 31. Every dealer makes a specialty of something and the establishment depicted in this paragraph is a specialist of fuel of all kinds. Here the best Colorado coal and the Dawson nut and lump coal can be had in any quantity and at the lowest possible prices. The manager of this enterprising company is at present holding the highest office in the gift of the people of Clovis, and the company he represents handles nothing but the highest grade products of fuel. Give the manager's name and the yard's telephone number.

H. W. Crawford, Phone 131.

Number 32. Can you locate the splendid grocery on Grand avenue, where the best of high-grade provisions can be had for just a little cheaper price than at any other store in Clovis. All Roads lead to this store and the genial proprietors want your trade. Give firm name.

A. J. Rhodes & Co.

Number 33. There is a popular garage in this city where they have the sole agency for the celebrated Overland automobiles and supplies, the standard of them all. Cars are cared for here by the week or month at reasonable rates. This is the Auto Livery of Clovis and while it bears an eastern name it is one of the very best in the valley. \$900 will buy one of their famous Overland cars every piece of which will be guaranteed. Who is the manager?

L. C. Sublett.

Number 29. Located on a prominent corner is the leading drug store of Clovis. It has the best line of drugs and druggist sundries to be found in the southwest. Their stock includes such famous products as the Rexal Remedies, the highest of high-grade toilet articles, soaps, perfumes and stationery. The handsomest soda fountain in town is found here and the most palatable of hot and cold drinks dispensed by an expert clerk. It is the store where prescriptions are filled promptly and accurately. Can you name the manager?

Warren M. Kennedy.